



---

# **AMD 690 Series Chipset (Desktop)**

## With ATI Radeon Graphics

Go-To-Market Kit and Guidelines

# Introduction

## Your Guide to Consistent Marketing and Packaging Guidelines

These guidelines are intended to assist you in creating powerful marketing for your products that use the AMD 690 Series Chipset. By using these guidelines you will generate greater interest in your products and affinity with your audiences.

The following pages offer resources and guidelines for creating compelling packaging and marketing materials that effectively align with AMD messaging.

In this guide you will find messaging, sample advertising and packaging, text treatments and animations. Please use this guide to create advertising and other promotional materials for the AMD 690 Series Chipset in order to benefit from the value of the AMD brand and expand the reach of your marketing dollars.

## Section 2

# Logos and Text Treatment

# Logos and Text Treatment

Logos and text treatments lend brand value to your marketing and packaging. By including these graphic elements in your packaging, you create immediate awareness and connection with your audience.

This guide outlines the proper usage of all AMD Chipset and ATI Graphics logos.

All logos must be used as is and cannot be altered in any way.

If there are any questions regarding these logo or brand identity guidelines, please contact your regional partner marketing manager.

# Logos and Text Treatment

AMD and ATI should be in full caps. All AMD Chipset and ATI Graphics products and product feature names should be spelled out in lower case with the first letter capitalized. Do not spell the entire product or product feature name in capital letters only. 'Radeon' should be followed by "TM".

Correct Examples	Incorrect Examples
<b>AMD 690G Chipset</b> with <b>ATI Radeon™ X1250 Graphics</b>	AMD 690G CHIPSET with ATI RADEON X1250 GRAPHICS
<b>AMD 690G Chipset</b>	AMD 690G CHIPSET
<b>ATI Radeon™ X1250 Graphics</b>	ATI RADEON X1250

Note: For variants with integrated graphics, you can take advantage of using the Chipset Brand along with the Graphics Brand. Or you can use either the Graphics Brand or Chipset Brand by itself.

ASIC variant name (i.e RS690) is **NOT** to be used at anytime.

# Logos and Text Treatment

Use of trademark “™” and “®”

## COPY

In all copy, the applicable trademark notice must be used beside all product and product feature names used in: (i) all headlines; and (ii) the first use of the product or product feature name in the text.

## PACKAGING

The applicable trademark notice must be used beside all product names prominently featured (greater than 2X text size) on the packaging. For all packaging copy, the applicable trademark notice must be used beside the first instance of use of all product and product feature names used in the text.

## NOTICE SYMBOL

Registered marks should be followed by the “®” notice symbol. All other product and product feature names for which AMD is claiming trademark rights or for which AMD has filed a trademark application should be followed by the “™” notice symbol. Please check with the Chipset Marketing Department to ensure you are using the correct notice symbol.

# Logos and Text Treatment

## Using AMD 690 Series Chipset Logos

Use AMD 690 Chipset series chipset logos or ATI Graphics logos when promoting motherboards or systems with these chipset.

The logos must be used in the following applications:

1. On the heat sink for Northbridge. (Logo on the Southbridge is optional)
2. On the PC boot up screen (BIOS Splash)
3. On retail packaging
4. Advertising and promotional material (print and online)

# Logos and Text Treatment

## AMD 690 Series Chipset Logos

*Folder to download: AMD Chipset Products / AMD 690 Series Chipset / Desktop Logos / AMD690G*

This logo is used on the Northbridge and or Southbridge on the Motherboard



*Folder to download: ... HEATSINK*



This logo is used on the PC boot up Screen (BIOS Splash)



*Folder to download: ... BIOS*

These logos are used for motherboard packaging (see packaging guidelines for more details), advertisement, collateral material etc.



*Folder to download: PRINT*



# Logos and Text Treatment

## Requirements for BIOS Splash Screen Logo

The BIOS Splash screen logo must be placed either in the center of the monitor or the upper top left-hand corner of the screen

The logo must be no smaller than 2 inches in width (length to be proportional)

The logo must be present for a minimum of 2 seconds



# Logos and Text Treatment

## Certified logo

The 'Certified' chipset logo communicates that our partner has successfully met our highest standards for quality, reliability and functionality. Our testing is extensive and includes visual excellence, reliability and stress testing. This all translates into more consumer satisfaction and brand loyalty.

To be eligible for the 'Certified' chipset logo, the following requirements must be met:

- Logo on the retail packaging
- Logo on the heat sink
- Logo on the BIOS boot up screen

Usage of the 'Certified' chipset logo is permitted only for those products that have passed AMD's Certification process. To find out more on how your products can become certified, please contact

**Bruce.gasson@amd.com** or **Bruce Gasson** at **905-882-2600 x2372**

## Section 3

# Packaging Guidelines

# Packaging Guidelines

These packaging standards have been developed to provide consistent brand recognition for the logo established for all AMD products, and to more clearly communicate the consumer benefits of AMD products.

Please follow these guidelines for all motherboard packaging with the AMD 690 Series chipset product line.

# Packaging Guidelines

## Mandatory Box Layout Requirements:

There is only one mandatory element for all partner packaging:

The AMD Chipset logo MUST be on the front and back panels of the retail box.

As an optional branding element, and to leverage the strong ATI Radeon™ brand, you may place the ATI Radeon Graphics logo below the AMD Chipset logo as illustrated.

These elements must be reproduced without variation in the positions identified. Partner artwork can then be placed in the grey zones of the marked illustration below.

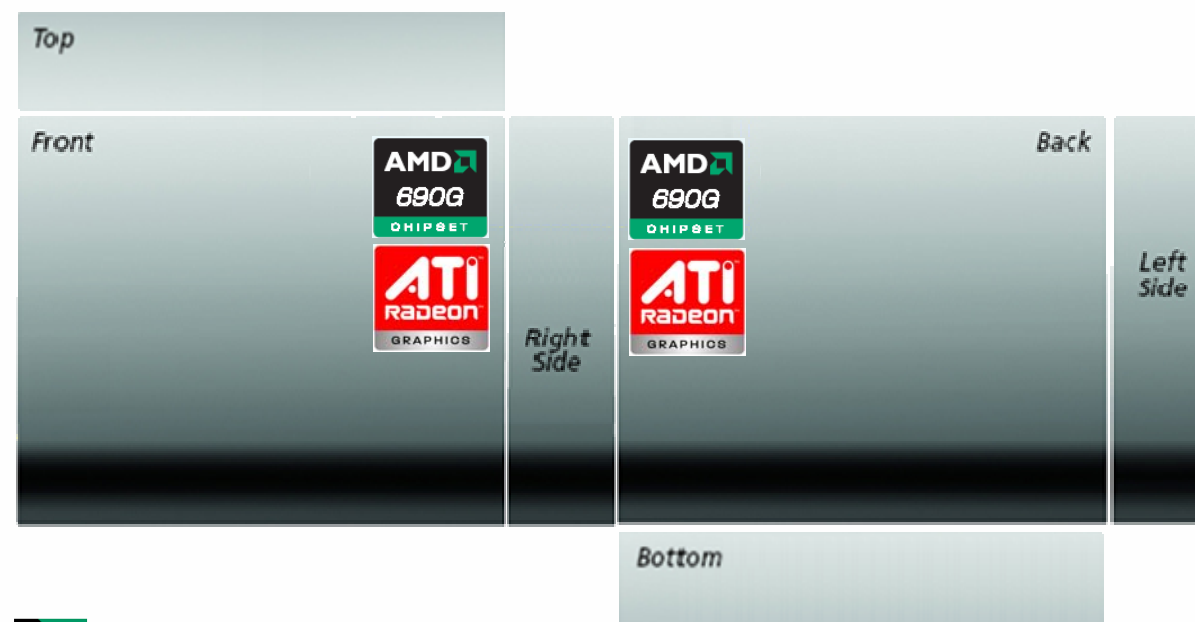
(see next slide)



Use Chipset  
Logo

Or

Use Chipset  
+  
Graphics  
Logo



# Packaging Guidelines

## Other Mandatory Requirements:

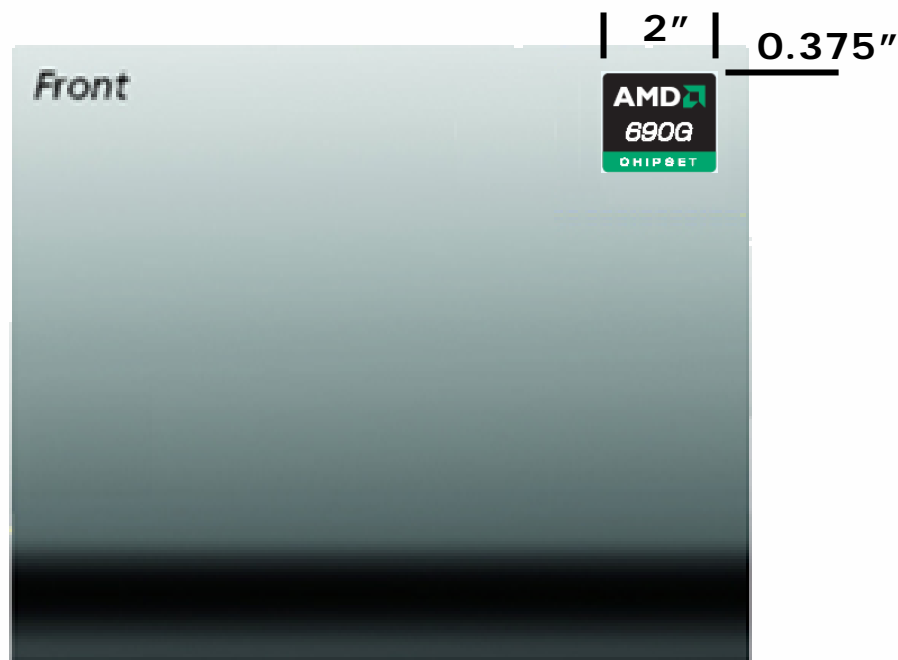
1. The proportion of logo size to package area shown must be maintained (see below)
2. To ensure sufficient visibility, an unobstructed area equal to the designated area (yellow) should surround the Chipset badge logo.
3. The <sup>TM</sup> should be placed after Radeon. The <sup>TM</sup> must always appear at least once.
4. Pantone color 185 is always used for ATI red. Pantone color 347 is always used for AMD green.
5. Partners must include the following standard legal line on all packaging or other advertising materials which utilize any AMD logos or visual identities:

*“AMD, the AMD Arrow logo, ATI, Radeon, and combinations thereof are trademarks of Advanced Micro Devices, Inc. Other names are for informational purposes only and may be trademarks of their respective owners.”*

# Packaging Guidelines

## Logo Sizing Requirements

1. Logo must be 0.375" away from box edge and other logos.
2. The logo must be at least 2" wide.





# Packaging Guidelines

## Incorrect Use of Chipset Package Art Template

1. The chipset badge logo is not placed on the front/top side of the packaging
2. The badge is too small, not meeting the 2" wide criteria
3. Partners may not add unauthorized numeric or alphabetical extensions after the Chipset technology brand name. e.g. AMD 690 Pro Lite etc.
4. The Chipset badge cannot be placed in alternative locations on a partner pack

